

PHOTOPIA-HAMBURG.COM



Hamburg Messe und Congress GmbH Messeplatz 1 20357 Hamburg Germany

Tel.: +49 (0)40 3569 2420 Fax: +49 (0)40 3569 2498 info@photopia-hamburg.com photopia-hamburg.com





WE ARE VISUAL BEINGS

AND CRAVE IMAGES

Never before have people generated as many images as they do today. Not only to capture unforgettable moments, but also to communicate. The performance of imaging technology is growing accordingly. **PHOTOPIA Hamburg** is becoming part of this development and is inspiring new target groups when it comes to the intriguing possibilities of photography, video and other imaging technologies. With an **innovative hybrid concept** that **stimulates growth** for the industry as a whole.



MUCH MORE THAN A TRADE SHOW

A UNIQUE PLATFORM

Inspiration occurs when we experience something special and share it with others. At events that actively involve people - offline and online. For this reason, PHOTOPIA Hamburg is an exciting system of three interwoven concept elements. **PHOTOPIA Summit, PHOTOPIA Festival** and **PHOTOPIA 365** create a new form of industry platform. A unique system of inspiration for users - from smartphone owners to imaging pros. And a business platform for established players and newcomers not just from Europe, but all over the world.

FOUR DAYS LIVE

365 DAYS ONLINE

PHOTOPIA Hamburg will become the destination for **inspiration** and **interdisciplinary discourse** at both a B2C and B2B level. Not just four days a year, but on an ongoing basis. With the motto **"Share your vision"**, the industry is looking to a future in which smart imaging solutions will enrich the lives of more and more people.





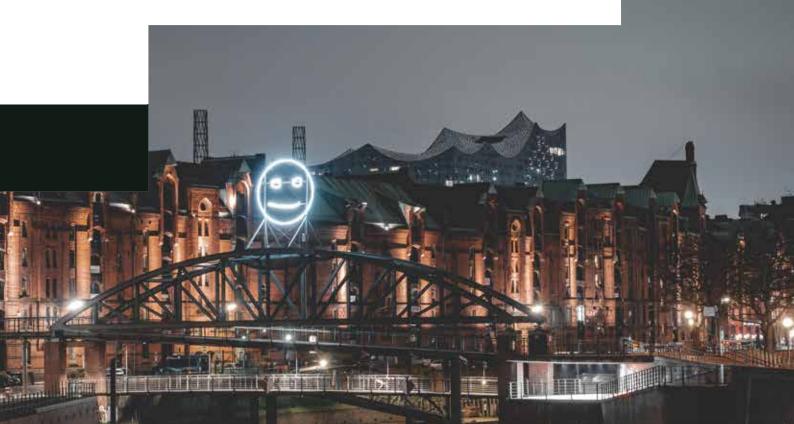
HAMBURG

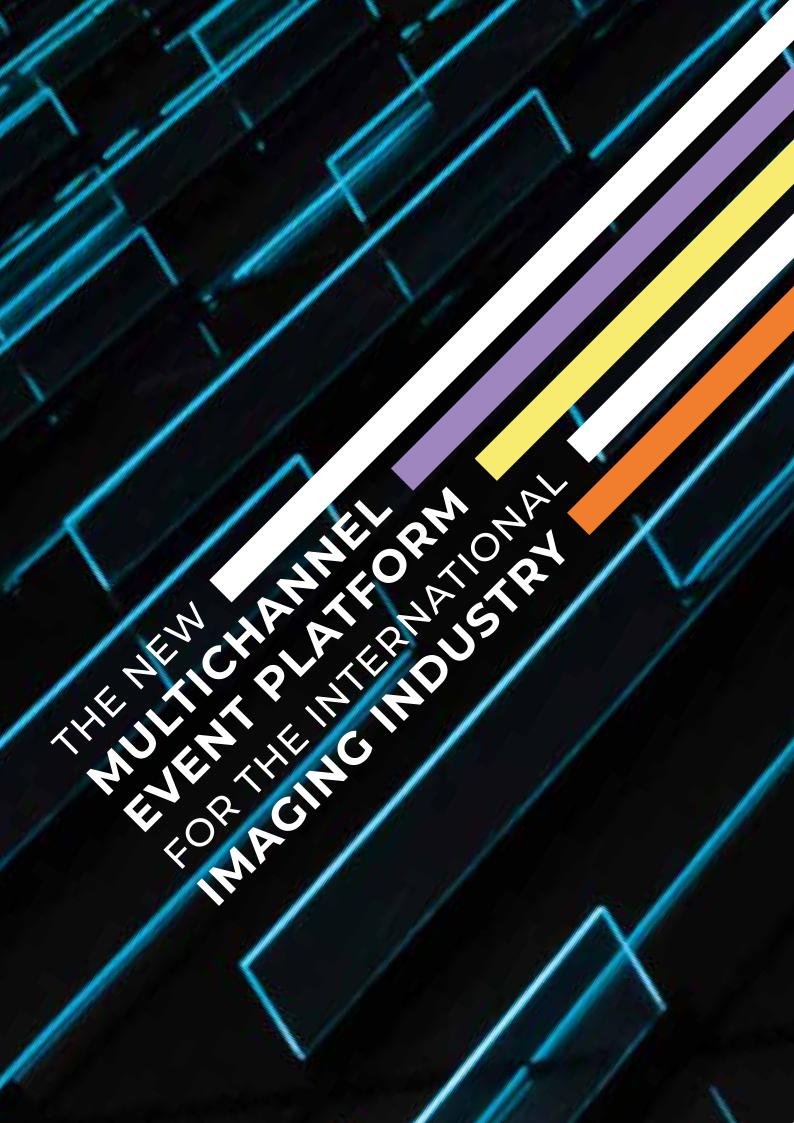
THE IDEAL SETTING

The international Haus der Photographie at Deichtorhallen, large publishing houses, famous museums such as the Galerie der Gegenwart, as well as numerous photography galleries have for years underscored Hamburg's status as **Germany's photography capital**. With a wealth of cultural and architectural highlights, the cosmopolitan port city and media metropolis offers an environment that could not be any better suited to a festival of images.

Become part of this exciting new event for the international imaging industry. We look forward to welcoming you to the premiere of PHOTOPIA Hamburg.

Heiko Zimmermann Business Unit Director / Project Director PHOTOPIA Hamburg





ON-SITE PHOTOPIA SUMMIT

AORE ALLURE OR USERS



Secure your presence at the centrepiece of the live event. The exhibition space of the centrally located trade show venue in Hamburg serves as the premier touchpoint for all those interested in photography, video and imaging.

The PHOTOPIA Summit showcases the entire value chain of the imaging industry, from **capture** and **storage**, **editing and processing** to **printing**, **display** and **sharing**. Future-oriented solutions in the fields of **VR**, **AR** and **AI** also take centre stage. You also benefit from new presentation formats. Working alongside the creative brains behind the groundbreaking OMR Festival (Online Marketing Rockstars), industry leaders, innovators and influencers get both a platform and an interested audience here. Magical spaces and installations in the **PHOTOPIA Vision Space** encourage visitors to try out creative new ideas, products and technologies in a playful way.

IN THE CITY PHOTOPIA FESTIVAL



Inspire your target audience with new brand experiences. Countless special events around the site carry the allure of imaging into the city. As Germany's photography capital, Hamburg offers outstanding opportunities to involve new target groups - both indoors and outdoors.

With various user experience formats, the PHOTOPIA Festival is aimed primarily at beginners and the large group of young smartphone users. Workshops and photo walks playfully introduce modern imaging technologies and create enthusiasm for higher-performance equipment. Galleries, exhibitions and parallel events like the Reeperbahn Festival (Europe's largest club festival) and the NEXT Conference provide the opportunity to appear and interact with new target groups in an enthralling setting. Event cooperation and sponsorship offer you additional opportunities to extend your client base.

TOUCHPOINTS FOR EXHIBITORS SPACE FOR PHOTOGRAPHIC CULTURE α

ONLINE PHOTOPIA 365

MORE DISCOURSE FOR INDUSTRY AND COMMUNITY

Use this tool for successful market development. As an information and communication platform for the entire imaging industry, PHOTOPIA 365 is the **virtual marketplace** for product innovations, technology trends and compelling brand appearances – both for B2B and B2C.

PHOTOPIA 365 enables you to reach existing and new customer groups before, during and after the event. Here, visitors can find out about all the **events** at the Summit and Festival, take part in **competitions** and use **service functions**. **Keynotes** and **talks** at the PHOTOPIA Summit can be followed live and are available on demand later. Throughout the year, editorial staff develop high-quality **content** and also generate awareness for exhibitors across all **social media channels** and **newsletters**.





Due to the growing significance of imaging for many economic sectors, PHOTOPIA Hamburg is working with the organisers of the OMR Festival in order to involve leading players from the **tech industry** in the Summit programme. Intersection points with the Reeperbahn Festival will also be developed in a targeted way, as well as with the NEXT Conference, in order to acquire additional awareness from young target groups and actors in the **digital, mobile and social media scenes**.

GROWTH REQUIRES MORE

COVERAGE

Use the **high cross-media coverage** guaranteed by PHOTOPIA Hamburg across all its event elements. We would be delighted to support you with a tailored appearance at the PHOTOPIA Summit, with side events and cooperation opportunities at the PHOTOPIA Festival, as well as with your online presence within the framework of PHOTOPIA 365 and PHOTOPIA Hamburg social media channels.



LEADING INDUSTRY PLAYERS



B2B TARGET GROUPS

- Decision makers in the imaging, tech and mobile sectors (established and start-ups)
- Retailers
- Production studios
- · Professional photographers (established and newcomers)
- · Professional associations, societies, agencies, publishers
- · Social media professionals (YouTubers, vloggers, Instagrammers)
- · Artists and creatives

The PHOTOPIA Summit and Festival offer the **imaging community** countless meeting points and formats for information and discourse. The perfect opportunity for multipliers to maintain contact with colleagues and members.

AND BETTER EQUIPMENT



- · Semi-pros, photo enthusiasts and gear freaks
- · Hobby photographers and beginners
- Smartphone photographers
- · Photographic-culture enthusiasts

PHOTOPIA Vision Space and PHOTOPIA Festival offer users inspiring surroundings and diverse experience formats to test new products. Enthusiasm for better experiences and higher-performance editing and storage solutions will drive people's interest in upgrading their own equipment. Starting with the beginner-level target group of smartphone photographers, PHOTOPIA Hamburg motivates each visitor to move to the next level:

SMARTPHONE HOBBY SEMI PRO

WE CELEBRATE IMAGING COUR SUMMIT AREAS

• CAPTURE

- Cameras
- Lenses and filters
- Smartphones and accessories
- Drones / multicopters
- Photo and camera accessories
- Studio equipment
- Lighting and lighting technology
- Film and video technology (moving image)
- (3D) Scanners and printers
- Components and semi-finished products
- Additional range
- Other



EDITING AND PROCESSING

- Computational photography (digital image capturing and processing technology)
- Image editing software
- Artificial intelligence
- Apps for photo, image and video processing
 - · Image recognition software
 - Composing
- · Imaging and publishing systems
- Other



DISPLAY AND SHARING

- New tech, social media and apps
- Projectors
- Displays / monitors
- · AR / VR
- Digital signage
- Printing, hardware and consumables
- Photo products
- Software
- Photofinishing
- Home electronics
- Other



STORAGE

- Hard- and software solutions
- Cloud solutions
- Content management systems
- Films
- Other



SPECIAL SUMMIT AREAS

- Retailers
- Start-ups
- Art / artists



OTHER

- Training, workshops and events
- Travel
- Services
- Publishers and associations/institutions
- Other

"THE INNOVATIVE PHOTOPIA HAMBURG CONCEPT IS THOROUGHLY CONVINCING. WE AT LEICA BELIEVE THAT THIS NEW FESTIVAL PROVIDES THE IDEAL COMBINATION OF USER EXPERIENCE, PHOTO CULTURE, AND RETAIL."

Falk Friedrich, Managing Director, Leica Camera Germany

YOUR APPEARANCE

OUR SUPPORT

As an exhibitor at PHOTOPIA Hamburg, you reach your target group simply, efficiently – and even scalably. With your presence at the PHOTOPIA Summit you lay the foundations. This can be done by booking space for your individual stand, or by selecting one of our complete offers. And with optional **sponsorship packages**, you can create additional impact for existing and potential clients at the Summit and at the PHOTOPIA Festival.

MAXIMUM DESIGN SCOPE

INDIVIDUAL AREA

Minimum size: 12 sq. m, price €199 per sq. m plus VAT

Optionally and depending on availability (first come, first served), as an aisle, corner, front or island stand. Only includes the exhibition space without system stand; additional services can be booked via our online service centre.

BE THERE FOR LESS THAN EUR 5,000

COMPLETE OFFER, STANDARD

Minimum size: 12 sq. m, price €380 per sq. m plus VAT

Includes:

- · Exhibition space
- Megawall stand construction with stand walls in various colours
- Carpet

- Standard furniture package (counter, wall shelving, table and chairs)
- Electricity and cleaning
- Standard marketing package

EVERYTHING FOR YOUR

HIGH-QUALITY BRAND APPEARANCE

COMPLETE OFFER, PREMIUM

Minimum size: 12 sq. m, price €418 per sq. m plus VAT

Includes:

- Exhibition space
- Megawall stand construction with stand walls in various colours
- · 2 wall elements with fabric printing
- · Carpet, electricity and cleaning
- Premium furniture package (1 × LED counter incl. print, wall shelving, table and bar stools)
- · Standard marketing package

Additional services can be booked via our online service centre. Details on the complete offers, as well as special offers for start-ups, can be found at: **photopia-hamburg.com**



WOULD YOU LIKE TO STAND OUT EVEN MORE?

PARTNER PACKAGES

Boost your presence in a targeted way at the PHOTOPIA Summit and the PHOTOPIA Festival and address specific target groups with our partner packages: Pro Package, Smartphone Package, VIP Package, Art Package, Retail Package, PHOTOPIA Center Stage.

You can find out more about your sponsorship options at **photopia-hamburg.com**

DO YOU HAVE ANY QUESTIONS?

CONTACT

Thank you for your interest. We will do everything we can to make your participation at PHOTOPIA Hamburg a success. Your contact partners:

Mareike Kitsch

Heiko Zimmermann Business Unit Director / Project Director PHOTOPIA Hamburg Tel.: +49 (0)40 3569 2420 heiko.zimmermann@hamburg-messe.de

Sales Manager Tel.: +49 (0)40 3569 2826 mareike.kitsch@hamburg-messe.de